

HEROES

FOUNDATION



2014



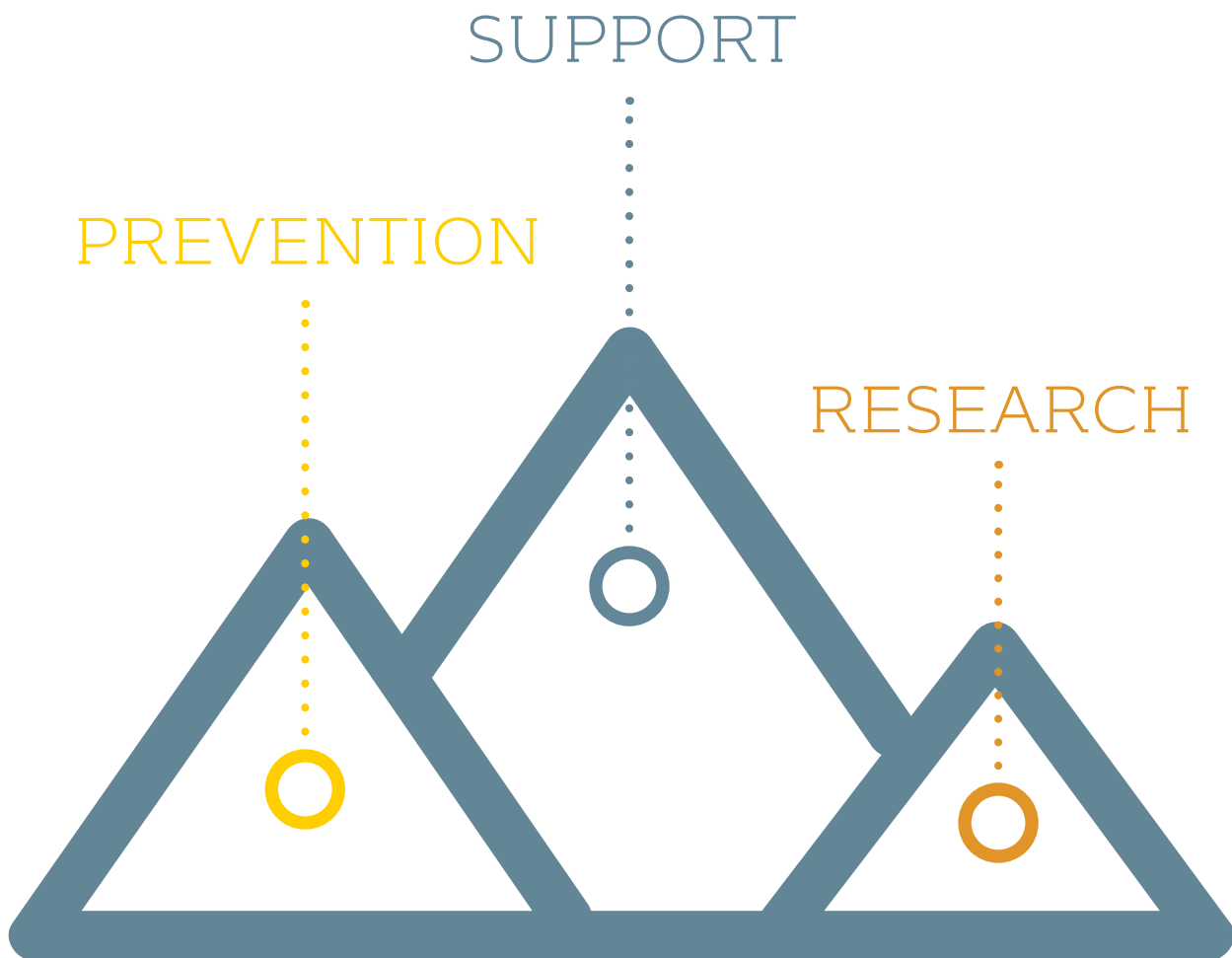
ANNUAL REPORT



Turning ordinary citizens
into heroes for the
cancer community

Mission

To provide meaningful support to cancer patients, education to promote cancer prevention and resources to advance research for a cure.



Dear Friends and Heroes,

It's an amazing feeling to be celebrating our 15th anniversary this year. While our accomplishments have certainly exceeded my expectations from 2001, when I lay on a couch recovering from another chemo treatment, the vision for what could lie ahead over the next 15 years — and beyond — is nothing short of exciting.

2014 was another year of positive growth and milestones for the Heroes Foundation.

- **Surpassed \$200,000** at the **An Evening With Heroes** gala, where we welcomed Stuart Scott to our Heroes Foundation family.
- **Local research** projects received critical start-up capital to investigate potentially life-changing hunches.
- **Team Heroes** grew to more than **150 people** strong, and racked up impressive results at cycling, running and triathlon events.
- **Project Militia** dispensed hundreds of bottles of sunscreen and tubes of SPF lip balm to support cancer prevention.
- **Team JOEY** delivered hundreds of LEGO kits to inpatient pediatric oncology patients.

These accomplishments and our continued growth trend into 2015 would not be possible without volunteers who are critical to our mission. The 2014 increase in our corporate sponsorship family was highly impactful and flattering. We look for this growth and engagement to continue to increase in the years ahead as our brand builds awareness locally and nationally.

While there is much to be thankful for, there is also much more work to be done in our three core areas, represented by the three summits in the Heroes Foundation logo:

1. Support

2. Prevention

3. Research

Think about this, 2.4 million Indiana residents, or two out of every five people living in Indiana, will eventually develop cancer. I can tell you that the Heroes Foundation is not taking this statistic lightly and is currently taking bold steps to increase the success of our mission, guided by an ambitious, innovative vision that will make a powerful impact on Central Indiana.

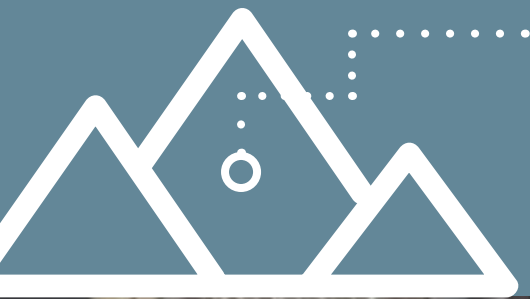


Come join us!

Godspeed,

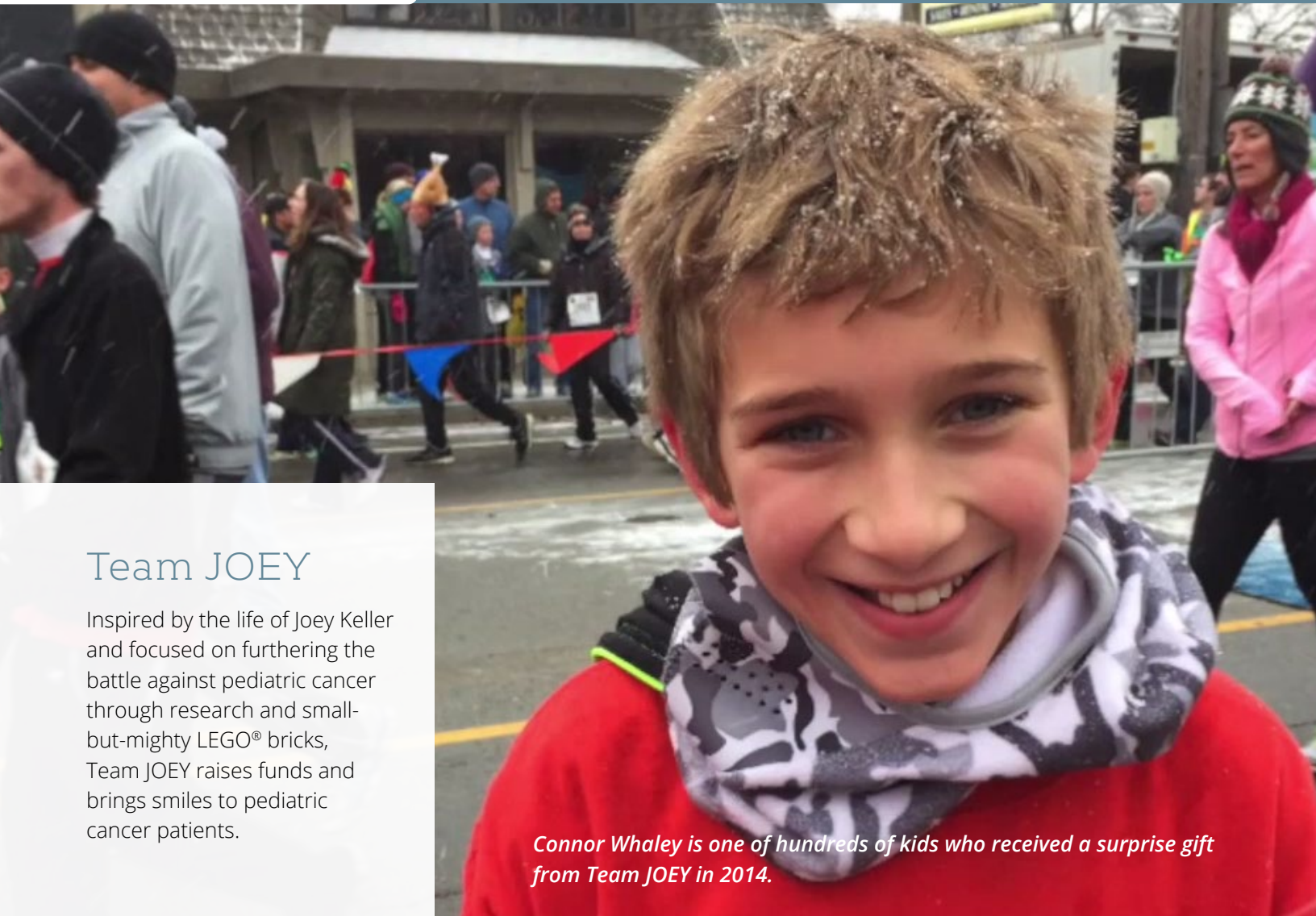
A handwritten signature in black ink, appearing to read 'Vince Todd, Jr.' with a stylized flourish at the end.

Vince Todd, Jr.
Chairman and Co-Founder



SUPPORT

Between 2006 and 2010, an average of **32,563 Hoosiers** were diagnosed with cancer each year. Supporting people living with cancer and the loved ones who are caring for them is critical to the Heroes Foundation's mission.



Team JOEY

Inspired by the life of Joey Keller and focused on furthering the battle against pediatric cancer through research and small-but-mighty LEGO® bricks, Team JOEY raises funds and brings smiles to pediatric cancer patients.

Connor Whaley is one of hundreds of kids who received a surprise gift from Team JOEY in 2014.

TEAM JOEY

50,150

Average number of LEGO bricks delivered to cancer patients through Team JOEY in 2014.



250

Number of LEGO kits delivered to pediatric cancer patients in 2014.



STAR WARS

Top fan favorite LEGO set delivered by Team JOEY in 2014.

First Monday

Cancer requires more than just medical care. The Heroes Foundation helps fund the First Monday program at Indiana University Health's IU Simon Cancer Center to provide a comfortable, supportive environment for patients and their loved ones to share their experiences, feelings and challenges of the cancer journey.

Programming in 2014 included topics on art and wellbeing, brain tumors, caregivers support, children and cancer, CLL and slow-growing lymphoma, coping with multiple myeloma, living with metastatic and recurrent cancers, living with cancer, and melanoma.

What people like best about First Mondays

- "Talking with others who know what I'm going through."
- "Sharing ideas and info on new therapies."
- "The meals are a great help, as at times you don't feel like cooking."

Speaking of meals ... 2014 totals for food provided for First Monday meetings:

420 Sandwiches
300 Salad servings
300 Mac & cheese servings
420 Desserts
36 Gallons of drinks

334

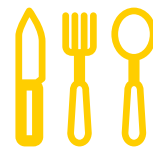
Attendance for First Monday programs in 2014, with about **67%** of people attending regularly.

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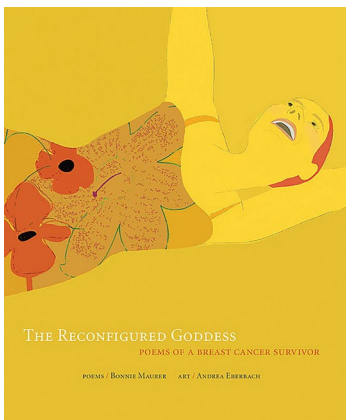
100%

Percentage of First Monday attendees surveyed who said they would recommend the program to others.

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"The meals are a great help, as at times you don't feel like cooking."



"The Reconfigured Goddess"

Bonnie Maurer and Andrea Eberbach created this beautiful collection of poems and illustrations to help support those experiencing breast cancer. The book encourages women to gather strength to go forward, commit to their recovery and claim their own story.

4,409

Number of breast cancer incidents in 2011 in women in Indiana. The need for emotional and physical support for these women is real.

80

Approximate number of copies of *The Reconfigured Goddess* gifted in 2014. The art and poetry in the book have the ability to act as a strong transformative agent in this health crisis. Proceeds from book sales go back to the Heroes Foundation general fund and to make it possible to print and give more books.



PREVENTION

The facts are tough to swallow: **30%** of adults in Indiana are considered obese, **36%** aren't physically active, and **21%** are smokers. These behaviors have all been linked to higher rates of cancer. The Heroes Foundation is actively working to help prevent cancer by educating Hoosiers and serving as positive examples in our community.



Team Heroes

Team Heroes raises awareness about the Heroes Foundation's commitment to supporting cancer prevention by walking the walk: living healthy lifestyles as cyclists, triathletes, runners and more. Team Heroes also volunteers for and hosts fund-raising events for the Heroes Foundation.



100k

Average mileage by
Team Heroes' 15
highest-mileage
riders in 2014.



180

Team Heroes
members.



5

Number of cancer
survivors on
Team Heroes.



PROJECT MILITIA

Project Militia

With Hero1 as its impossible-to-miss mascot, Project Militia is a force of ordinary citizens committed to waging a war on cancer in their community through awareness and education about cancer prevention.

2,626

Estimated number of LEGO kits needed to fill the bed of Hero1. Let's fill it up and start delivering more smiles to pediatric cancer patients!

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Adam Vinatieri

The most talented NFL kicker to ride in Hero1 in 2014, Vinatieri helped deliver LEGO kits to cancer patients through Team JOEY.

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500

Approximate number of miles Hero1 covered in 2014.





RESEARCH

No one is going to stumble upon a cure for cancer. We must aggressively seek a cure. Supporting research that strives to prevent, treat and cure cancer is a vital part of our mission.



SJP Heroes Cancer Research Fund

Founded in 2007, the SJP Heroes Cancer Research Fund is an endowed fund that makes a measureable impact on moving cancer patient care forward by jumpstarting promising research. The fund was created in honor of Susan J. Patrick, a two-time cancer survivor, who died after bravely battling her third diagnosis.



“ Our long-term goal is to improve the standard of care for pediatric patients with brain tumors and build on therapies that are necessary to secure NIH funding to continue making strides and helping children. ”

– Dr. Karen Pollok

Herman B. Wells Center for Pediatric Research at
IU Simon Cancer Center and IU School of Medicine

The Value of Research

Scientific research is cumulative. Every breakthrough is based on years of past research that has laid a solid foundation on which to grow. Doctors, scientists and researchers vying for grants are often uncovering the valuable science that leads to advances in screening, diagnosing and treating cancers. By providing these people with funds to study cancer, the Heroes Foundation empowers our supporters to be a real part of the search for answers.

\$5,000 for lung cancer

In 2014, the SJP Heroes Cancer Research Fund awarded a \$5,000 gift to Dr. Shadia Jalal, a cancer researcher at Indiana University. When she isn't in the lab, Dr. Jalal is treating patients with lung and esophageal cancer. The SJP gift will help advance her work toward preventing the recurrence of lung cancer in many of the same patients she sees every day.

\$40,000 for pediatric cancer

Through Team JOEY, the Heroes Foundation awarded Dr. Karen Pollok of the Herman B. Wells Center for Pediatric Research at Indiana University Simon Cancer Center and the IU School of Medicine to advance progress toward a cure for brain cancer in children. Dr. Pollok and her colleagues are working on new approaches for treatment of pediatric brain tumors. In 2014-2015, they discovered a therapy that increases survival of human glioblastoma cells in a mouse model. With funds from the Heroes Foundation, they have been able to expand this experimental approach to look at glioblastoma cells that have different mutations and responses to conventional therapy.

10,380

Estimated number of children in the United States under the age of 15 in 2015 who will be diagnosed with cancer. Brain and spinal cord tumors are the second most common cancers in children (after leukemia).

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68%

The 5-year relative survival rate for all cancers combined diagnosed between 2004 and 2010. This is up from 49% in 1975 to 1977.

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1.5 m

The number of U.S. cancer deaths, in millions, averted during the past two decades. That's a 22 percent drop in cancer mortality and the result of cancer research.





EVENTS

Heroes Foundation events raise funds and build community around our mission. With a range of event types, our attendees, participants, sponsors and volunteers found lots of ways to get involved in 2014.



Spin4Heroes

The fourth annual Spin4Heroes was held March 2, 2014. The indoor relay-style team cycling/spinning event is open to people of all skill levels. The bike is just the vehicle to achieve our end-goal—to serve the cancer community through support, research and prevention.



\$45k+

Funds raised at the 2014 Spin4Heroes event.



180

Number of people, making up 45 teams, who participated in the 2014 Spin4Heroes.



5,000

Average number of miles covered during the event.



An EVENING With HEROES

An Evening With Heroes

Our annual gala, An Evening With Heroes features live and silent auctions, dinner and dancing. The 14th annual celebration was held at the JW Marriott and reached record-high attendance.

\$205,000 Funds raised

Stuart Scott An inspiration to the Heroes Foundation and all of us in the fight against cancer, we were honored to have two-time cancer survivor ESPN Sportscaster Stuart Scott emcee the event. Scott passed away in 2015.

Chuck Pagano

The Indianapolis Colts head coach and cancer survivor delivered a special message via video.

615

Number of attendees

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33

Cases of wine consumed
during event.

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3

Times LIVESTRONG CEO
Doug Ulman has survived
cancer. Ulman served the
Keynote presentation during
the gala.

“Most cancer patients know exactly where they were when they got the news of their diagnosis. They know the exact date and time. Where they were. What the weather was like. What they just ate. When my husband, Vince, was diagnosed with Hodgkin’s Lymphoma, I remember all those things.

As a young wife trying to do my best to be a caregiver, we leaned on our friends and family, who generously gave their time and energy to support our family. When Vince got the green light that he was cancer free, we decided to take our experience and pay it forward by hosting a fund-raiser. The first ‘An Evening With Heroes’ event took place in 2001. As the Heroes Foundation’s family and impact grow, ‘An Evening With Heroes’ continues to serve as a thank you to people who step up to serve the cancer community.”

— Cindy Todd, Executive Director,
Heroes Foundation



#PIFF Party

The Heroes Foundation began hosting its annual #PIFF (Pay It Forward Friday) Party in 2013. With a live band and plenty of craft beer, the 2014 event at Flat12 Bierwerks raised funds and spirits.

\$25,000 Funds raised

Hinchtown Hammerdown

Flat12's most consumed beer during the 2014 party.

SUPPORTERS

2014 Heroes Foundation sponsors included the following generous businesses and organizations.

- Accessa Coatings Solutions
- Anthem Blue Cross & Blue Shield of Indiana
- Apparatus
- Apex Benefits
- AcromaPro
- Bedel Financial Consulting Inc.
- Bose McKinney & Evans LLP
- The Brookfield Group
- The Catherine Peachey Fund
- Community Health Network/ Visionary Enterprises Inc.
- Creighton Family Fund
- Delta Faucet Company
- elmagine Technology Group
- First Financial Bank
- First Internet Bank
- First Merchants Bank
- Flat12 Bierwerks
- FlexPAC
- Gene B. Glick Company
- Hc1.com
- Hall Render Killian Heath & Lyman
- Harding Poorman Group
- Healthcare Products Delivery Inc.
- Helmreich Family Fund
- HIT Solutions
- Hollister
- Ice Miller
- Indiana Pacers
- Indiana University Melvin and Bren Simon Cancer Center
- Indianapolis Colts
- Interface Aesthetic Surgery Group
- IU Health
- Just Pop In!
- Katz Sapper & Miller
- The Melissia Oesterle Family Fund
- Monarch Beverage
- Moser Consulting
- Motion Cycling & Fitness
- The Naked Monkey
- Newfangled Confections
- Newgrange Consulting
- Open Control Systems
- OurHealth
- Proximo Spirits
- Renita Haines CPA
- Roche
- SBC Wealth Management
- Scopelitis Garvin Light Hanson & Feary
- Smith Brauer Dentistry
- Southern Wine & Spirits of Indiana
- Stickle Steam Specialties Co.
- Sun King Brewing
- Superior Chemical
- TSI Energy Solutions
- Triton Brewing
- Upland Brewing
- Van Rooy Companies
- Vesalius Health & Sport

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Current Team Heroes sponsors are:

- Bose McKinney & Evans
- The Bret Neylon Paralysis Foundation
- Bright Sheet Metal Company
- Casler's Kitchen & Bar
- Community Health Surgery Center
- First Merchants Bank
- Fischer Homes
- Grin Dentistry
- Krieg Devault
- Livestrong
- McDonald's
- Merchants Bank of Indiana
- Motion Cycling & Fitness
- Oak Street Funding
- Republic Services
- Sadler Orthodontics
- Scopelitis Garvin Light Hanson & Feary
- Sensory Technologies
- Specialized
- Zipp Speed Weaponry

OUR TEAM



Executive Team

Vince Todd, Jr.,
Chairman and Co-Founder

Cindy Todd,
Executive Director and Co-Founder

Board of Directors



Bryan Babb



Janet Campbell
Baker



Brian Betner



Don Birch



Kelly Canada



Kyle Fisher



Renita Haines



Rachel Lechleiter



Eric Orme



Joel Russell



Dr. Jason Schaffer



Joe Todd



Sue & Vince Todd



Dr. Jeff Wells

The work of the Heroes Foundation would not be possible without our tireless, dedicated volunteers. *Thank you!*

STATEMENT OF ACTIVITIES

The Heroes Foundation, Inc.
Statement of Activities
Year ended December 31, 2014

| SUPPORT AND REVENUE | Unrestricted | Restricted Endowment | Total |
|-------------------------------|--------------|----------------------|------------|
| Contributions | \$ 253,701 | \$ 50,000 | \$ 303,701 |
| Sales | 2,394 | -0- | 2,394 |
| Investment | 436 | 2,809 | 3,245 |
| Total support and revenue | 256,531 | 52,809 | 309,340 |
| EXPENSES | | | |
| Program services | 148,293 | -0- | 148,293 |
| Management and general | 56,833 | -0- | 56,833 |
| Fundraising | 81,985 | -0- | 81,985 |
| Total expenses | 287,111 | -0- | 287,111 |
| CHANGE IN NET ASSETS | (30,580) | 52,809 | 22,229 |
| NET ASSETS, beginning of year | 98,204 | 92,949 | 191,153 |
| NET ASSETS, end of year | \$ 67,624 | \$ 145,758 | \$ 213,382 |

Please consider supporting the Heroes Foundation.

- Learn more about **Event sponsorship** opportunities by visiting heroesfoundation.org/events and browsing our annual events. For more sponsorship opportunities, contact us at contactus@heroesfoundation.org.
- Make a **donation**. All donations are tax-deductible as allowed by law. Visit heroesfoundation.org/support.
- Or join us as a **volunteer**! Find out how at heroesfoundation.org/support.



The Heroes Foundation
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